



**EGENDORF MORRISON**  
creative marketing services

Constitution Place, 325 Chestnut Street, Suite 903, Philadelphia, PA 19106 ■ 215.625.0991 ■ fax: 215.625.0994 ■ www.egmor.com

## **PRESS RELEASE**

Date: June 25, 2007

For release: July 1, 2007

Contact: Anne Pedrick, MS –CDNDSC Executive Director  
302-255-1760

### **DELAWARE CHILD DEATH AGENCIES KICK OFF DART CAMPAIGN**

Wilmington, DE...The Child Death, Near Death, Stillbirth Commission of Delaware (CDNDSC) Safe Sleeping Practices Sub-Committee has been awarded a grant for a statewide transportation media campaign to help create awareness of causes of child deaths. The campaign will take place throughout the month of July featuring both interior and exterior DART bus posters.

The concept for the campaign was developed by Marjorie Hershberger, MS, APRN who is a member of the CDNDSC and medical facilitator for the DE SIDS Affiliate Parent Support Group Meetings. Focus of the program is aimed at helping parents and all care providers to recognize the dangers of sleeping with infants, soft bedding and tobacco exposure and demonstrate safe practices. Clear, concise messages are presented with strong visuals both in English and Spanish.

Approximately seven infants die each day from SIDS (Sudden Infant Death Syndrome) in the U.S. Within our region, “The Delaware Child Death Review Panel indicates that 57 infants have died from SIDS/SUIDS (Sudden Unexpected Infant Death Syndrome) since 2,000. Almost 48% of these deaths had co-sleeping, soft bedding and tobacco exposure identified as risk factors. This exciting public education campaign is critical to educate parents and caregivers to keep infants safe while sleeping”, stated Anne Pedrick, MS, CDNDSC Executive Director.

President of Delaware SIDS Affiliate, Linda A. Hawthorne who awarded the grant, added, “We are proud to be a part of this media campaign. Our main objective is to educate the public about Sudden Infant Death Syndrome and to raise funds for future research on SIDS. We hope this initiative will touch many parents, grandparents, aunts and daycare providers. If we reach just one group of caregivers, it will be worth every penny invested.”

The DART poster campaign will be supported by a Delaware Valley radio campaign of public service announcements.

###